



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name BERRY FEIZ Class # N397

Dealership LEXUS OF SILVER SPRING Date 11/4/2022

Current Situation or Challenge to be Addressed:	50% DROP RATE FOR PRE SOLD BDC CLOSING RATIO & MISSED OPPORTUNITY. LOST SALES/ LOST DEPOSITS HOW TO KEEP THE CUSTOMER THAT PLACE DEPOSITS ENGAGED		
Current Performance Level (include specific measure):	WE ARE LOSING 50% OF PRE SOLD CARS, DUE TO PRODUCTION, COMUNICATION & LACK OF FOLLOW UP		
Goal (what do you want to achieve?)	WANT TO KEEP 80% OF CUSTOMERS WHILE LOCATING THE RIGHT VEHICLES FOR THE CUSTOMERS.		
Goal Performance Level (include specific measure)	HAVING A LIVE DOC FOR ORDERS, DEPOSITS, WAITLIST. FOLLOW UP PROCESS DAILY, STATUS UPDATES		
Goal Start Date:	11/1/2022	Goal End Date:	2/1/2023
First Check-in Date:	12/1/2022	Performance Objective:	KEEP TRACK & LOGS OF ALL GUEST WITH DEPOSITS DROP LOSS TO 40%
Second Check-in Date:	1/1/2023	Performance Objective:	Drop loss to 30 %
Third Check-in Date:	2/1/2023	Performance Objective:	Drop loss to 20%
Fourth Check-in Date:	3/1/2023	Performance Objective:	Try to get to 10%
How does your goal align with the dealers' vision?	Very achievable, must follow the process		
What are the potential benefits of achieving your goal?	Increase of market share & profits, Increase of turn rate.		
What are the potential consequences if you don't achieve your goal?	Loss of sales, profit loss, loss of market share		



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Why is the goal important to you?	IT IS HAPPENING EVERYDAY, IF I CAN CAPTURE OUR CUSTOMERS. THIS WILL REALLY PROVE THAT YOU CAN ACOMPLISH ANYTHING WITH A VISION, PROCESS & STRUCTURE
Potential Obstacles	BACK UP PRODUCTION. NOT ENOUGH SELECTION
Potential Solutions	WE ARE GOING TO DX OUR MORE RARE CARS FOR MORE INVENTORY, EXAMPLE A NEW LX 600 FOR 6 RX .WE ARE GOING TO EDUCATE OUR CUSTOMERS IN SWITCHING THEM INTO ANOTHER VEHICLE. TRADE THEM IN 6 TO 12 MONTHS. WHEN WE HAVE MORE INVENTORY
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	DX 1 CARE FOR 6 CARS WILL GET INCREASE MY ALLOCATION, WILL GET US MORE OEM DOLLARS, MORE MARKET SHARE, MORE SERVICE CUSTOMERS IF WE ARE LOSING 50 CUSTOMERS OUT OF 100, THAT CAN BE 375K TO 450K IN TRANSACTIONAL GROSS PROFIT

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
LIVE LOG, SO ALL MANAGERS CAN VIEW OPEN ORDERS	GOOGLE DOCS	ALL MANAGERS	BETTER PROCESS	DAILY, OPEN MIDAY & CLOSE
DX VEHILCES FOR X2 OR x6 MIORE CARS FOR MORE RARE CARS	MAKING CALLS TO OUR REPS AND OTHER DEALERSHIPS	GSM & GM	10 MAY SAY NO BUT 1 WILL SAY YES	DAILY & WEEKLY
FOLLOW UP LOG DAILY , STATUS UPDATE, GM & GSM CALL	MAKE TIME DAILY 1-2 HOURS A DAY TO GO OVER ALL PRE ORDERS	MANAGERS	THIS WILL KEEP THE GUEST HAPPY TO HEAR THE STATUS AND WILL NOT GO LOKING ELSE WHERE	WE DO THIS DAILY UNTIL THE CAR ARRIVES
Nightly email reports to all managers, to keep everyone updates	Email	Managers	Allow us to be informed at all times	Daily & evenings

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Locate vehicles daily inventory check	Dealer daily, websites	All managers	Keep track of other dealers inventory and allocation	Daily 1st of the month 15th of the month and last day of the month
Relationship building with other dealerships	Make a call & make a friend	All managers	Must have a great relationship with others in order to get what we need	Daily
Rewarding the team expressing thank you	Being a great leader	Gm	Giving thanks Its great reconignion	After evey Monday meeting

As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

As we do something different, at first will be hard, after a week it will start being normal & we can adjust process to make it work better. This is a all hands on deck move, we have to be on this like it's a fresh lead, if we wait we wait, we will lose the sale the lead and the profit. We have to work with a high ergency to make this work.

Describe any planning or implementation meetings conducted as part of development of your plan.

I will show the date, I will ask questions and allow my team to understand why this is so important.
 Showing how much this could increase their earning and customer base.
 Allowing them to be part of the plan and having them put input so they can own it
 My timelines say daily because this is a daily check point, in order to get to 10% or 20 % we have to start now
 We have to be involved so this will become part of the process and be normal daily routine.
 Thank you